

RESOLUTION NUMBER 06-6343

A RESOLUTION ADOPTING THE "CITY OF SALINA MUNICIPAL FACILITIES NAMING GUIDELINES" FOR THE CITY OF SALINA, KANSAS.

WHEREAS, since 1995 the City of Salina has used an informal Parks and Recreation Department's policy for naming of municipal facilities; and

WHEREAS, the City Commission has determined that the informal policy did not fully meet the City's facility naming needs; and

WHEREAS, in March of 2006 the City Commission approved a temporary facility naming moratorium until a comprehensive municipal naming policy could be adopted by the governing body.
SO NOW THEREFORE

BE IT RESOLVED by the Governing Body of the City of Salina, Kansas:

Section 1. The "City of Salina Municipal Facilities Naming Guidelines" document dated December 18, 2006 and attached hereto is hereby adopted.

Section 2. The naming guidelines as adopted shall be used as a foundation and guidance for city government naming of municipal facilities.

Section 3. This resolution allows for limited editing discretion by City Staff for future modifications that do not affect specific processes or the overall intent of the guidelines.

Section 4. Any substantive deviation from these guidelines will be reviewed by the Governing Body and requires their concurrence.

Section 5. Amendments or variances may be considered from time to time by the City Commission as deemed necessary to best meet the public interest. Such actions may be formal amendments to the guidelines, or case-by-case variances as approved by the Commission.

Section 6. That this resolution shall be in full force and effect from and after its adoption.

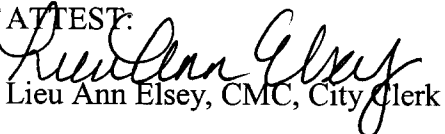
Adopted by the Board of Commissioners and signed by the Mayor this 8th day of January, 2007.



Donnie D. Marrs, Mayor

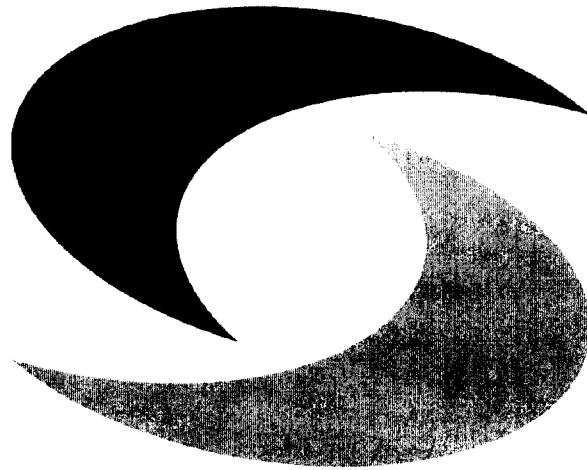
(SEAL)

ATTEST:


Lieu Ann Elsey, CMC, City Clerk

MUNICIPAL FACILITY

City of



Salina

NAMING GUIDELINES

December 18, 2006

SECTION I: PURPOSE

The purpose of these guidelines is to provide clear guidance for the naming of municipal facilities to ensure their proper identification for public utilization. It also intends to provide a means to recognize contributing individuals or organizations; individuals of particular significance; and local resources, landmarks or identifiable community characteristics.

SECTION II: APPLICATION

The City Commission reserves the right to address the naming of any municipal facility in accordance with these guidelines and any other applicable laws, contractual obligations or legal restrictions. Unless otherwise provided for, the naming rights of a municipal facility shall cease upon the transfer of ownership from the City.

These guidelines shall apply to all municipal facilities as defined herein and may be amended by the City Commission at any time.

SECTION III: DEFINITIONS

Municipal Facility: Any property, street, park, ball field, building, bridge, parking lot, plaza or component contained therein that is either owned by the City or in which the City has retained naming rights. For purposes of these guidelines, streets shall not be considered a Municipal Facility.

Naming Action: A naming action is the City Commission authorization of a naming request by passage of a naming resolution.

Naming Initiative: A naming initiative is a request or petition to name or rename a municipal facility.

Naming Petition: A naming petition is a signed petition in a form approved by the City Clerk that represents 300 registered voters from within the city of Salina.

Qualified Municipal Facility: A qualified municipal facility is a municipal facility formally declared by the City Commission as qualified for naming.

Related Board: A related board is any board, committee, or commission that is created to provide assistance or advice to a related function.

Related Function: A related function is any municipal department or division that has a primary functional relationship to programming, operations or maintenance of a municipal facility.

Significant Contribution: A significant contribution is any financial contribution or contribution of property, plant, or equipment that is considered to significantly

impact the ability to construct, operate and/or maintain a municipal facility, or that is considered to generate a significant revenue source to the City.

SECTION IV: POLICY GUIDELINES

1. *Municipal Facility Naming Rights Reserved*

The City reserves the right to rename or remove the designated name of any municipal facility unless otherwise provided for by this policy, applicable contractual obligations or legal restrictions. No facility shall be considered officially named unless by a naming action of the City Commission. No proposed naming initiatives shall be considered unless in full compliance with this policy.

2. *Timing and Duration of Municipal Facility Naming*

A municipal facility may be named at its inception or at any other time as established by the City Commission and in accordance with this policy.

3. *Qualified Designation of Municipal Facility*

Designation as a qualified municipal facility is required prior to commencing a related board review or formal City Commission consideration regarding the merits of a naming initiative. A municipal facility may be designated as qualified at any time, but must have this designation prior to formal consideration of a naming initiative. Determining this designation is encouraged at the inception of a municipal facility and may be changed at any time, with the following restriction. Once a formal action regarding the qualified status of a municipal facility has been taken by the City Commission, a change in designation shall not be considered for at least one (1) calendar year.

4. *Naming Petitions*

All naming petitions must be submitted in an approved form as provided by the City Clerk's Office. The City Clerk shall also review submitted naming petitions and provide verification to the City Commission as to their compliance with this policy.

5. *Public Input*

To ensure and encourage public involvement, every effort shall be made by staff to inform the public and those directly interested in a naming initiative of all applicable public hearings and meetings.

6. *Acceptable Naming Options and Application*

- a) **Municipal Naming** – This refers to the traditional naming of a facility for the sole purpose of public identification (i.e., City of Salina Soccer Complex). It requires no naming petition and is to be used at the inception of the municipal facility or when no name exists.

- b) Philanthropic Naming – This refers to a person, company or organization providing a significant contribution to the municipal facility or City. This action requires no naming petition if the naming initiative is directly related to and coordinated with the proposed contribution. In all other circumstances, a naming petition is required.
- c) Honorary Naming – This refers to a person of local, regional or national significance. This action requires a naming petition. For honorary naming, the credentials, character and reputation of the individual for whom the naming of is being considered shall be appropriately scrutinized. As such, nominations submitted for consideration must be accompanied by appropriate supporting documentation.
- d) Landmark Naming – This refers to a local resource, landmark or identifiable community characteristic (i.e., Smoky Hill Museum) that is to be identified. It requires no naming petition if used at the inception of the municipal facility to replace a traditional municipal name or when no name exists. In all other circumstances, a naming petition is required.

In order to ensure proper facility identification for the public, all municipal facility names shall include a facility identifier (i.e., NAME Fleet Maintenance Facility, NAME Park, or NAME Meeting Room). In addition, no person or organization shall be considered for the naming of more than one municipal facility.

7. *Design and Funding of Municipal Facility Physical Name Application*

The physical name plan shall be approved by the City Commission prior to its application or installation. The design shall take into consideration proper scale and aesthetic appeal, capital and operational cost, facility installation impacts, facility aesthetic appeal, facility functionality, maintenance impacts, and applicable zoning laws and building codes. Funding may be from a combination of sources including local fundraising activities, public funds and private contributions.

SECTION V: NAMING PROCEDURE

NAMING STEP #1

Upon receipt of a naming initiative for any municipal facility that has not already been declared as qualified for naming, the City Commission shall make a determination regarding the municipal facility's qualified naming status within twenty-one (21) calendar days of receipt of the naming initiative. This action shall be taken prior to any City Commission or related board review regarding the merits of a naming initiative.

NAMING STEP #2

Within fourteen (14) calendar days of receipt of a naming initiative for a qualified municipal facility, the City Clerk's Office shall prepare a written verification as to compliance of the naming initiative and naming petition (if applicable) with these guidelines. Said verification shall be provided to the City Commission and applicable related board for review during their consideration of the naming initiative.

NAMING STEP #3

Within forty-five (45) calendar days of receipt of a naming initiative for a qualified municipal facility the related board shall review the naming initiative and make an advisory recommendation to the City Commission. Notice of the meeting shall be published not less than seven (7) calendar days in advance of the scheduled meeting date. When the naming initiative involves multiple boards, the related board shall submit a meeting invitation to other interested boards that express an interest in attending the advisory review process.

NAMING STEP #4

The City Commission shall conduct a public hearing and consider the naming initiative for a qualified municipal facility within thirty (30) calendar days of receiving a recommendation from a related board or from receipt of the naming initiative if no related board exists. Notice of the public hearing shall be published not less than seven (7) calendar days in advance of the scheduled public hearing date. Upon consideration, the City Commission shall:

- Review the City Clerk's verification as to compliance of the naming initiative and naming petition (if applicable) with these guidelines;
- Review the merits of the naming initiative and supporting documentation as provided, including a review of the existing name and any applicable history or other information deemed pertinent to the request; and
- Take action regarding the municipal facility naming initiative, including but not limited to: approval, denial, amendment of the request, postponement of action for further consideration, or sending the initiative back to a related board for further discussion.

NAMING STEP #5

Once a naming action has been taken, the naming sign/plaque design, funding plan and use of staff resources shall be formally approved by the City Commission prior to commencement of the physical name application.